

Press Release

GlobalData recognises Telefónica's global leadership in IoT services

- Telefónica offers a comprehensive solution that combines extensive experience in managing IoT connectivity, data analytics using artificial intelligence and eSIM capabilities to switch between preferred operators, alongside a wide range of sector-specific services.

Madrid, 22 July 2026- Telefónica maintains its position as a leader in IoT services, according to the report 'Global Industrial IoT Services: Competitive Landscape Assessment', in which GlobalData analyses the evolution of the capabilities of the leading global providers of this technology.

Telefónica stands out, primarily, for its ability to provide value-added services, develop applications and for its sector-specific expertise when implementing this technology. Furthermore, the company has Kite, an in-house developed platform that enables organisations to securely manage their IoT devices in real time, monitor them remotely via cloud-based software, and analyse and detect anomalies thanks to advanced artificial intelligence capabilities.

In its analysis, GlobalData highlights Telefónica's comprehensive IoT value proposition, through which the company develops advanced capabilities and harnesses the full potential of data from interconnected devices. The proposition encompasses the management of IoT connectivity, the implementation of the technology across various sectors, data analysis using artificial intelligence (AI) and machine learning (ML), as well as its expertise in telecommunications networks.

It also highlights Telefónica's leading role in the IoT market for promoting the use of 5G New Radio Non-Terrestrial Networks (NR-NTN) satellite capabilities aimed at extending coverage to remote and maritime areas, and for large-scale rollouts of smart water meters based on NB-IoT connectivity and other infrastructure in utility companies and local authorities, such as smart street lighting.

In recent months, Telefónica has also continued to evolve its portfolio, combining connectivity, management and orchestration, in order to offer more and better services to customers. Recently, [the company has launched, in collaboration with Thales, an eSIM solution based on the GSMA's new SGP.32 standard](#), enabling organisations to have profiles from multiple operators on a single card and to quickly and centrally select, via Kite, the active operator in the geographical area they require to carry out any project involving IoT connectivity.

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Darío Cesena, Head of IoT at Telefónica Tech, says: “This award from GlobalData recognises the work we are doing to offer more and better services to customers and fulfil our mission of becoming the best gateway for citizens, businesses and public administrations to access digital technologies. IoT is a key growth opportunity because it enables us to offer value-added services and help organisations transform themselves by unlocking the value of all their data.”

About Telefónica

Telefónica is one of the world's leading telecommunications service providers. The Company is committed to tackling the undeniable challenge of providing citizens, businesses and public administrations with the best way to access digital technologies, helping to drive economic and social development in the countries where it operates. Telefónica offers fixed and mobile connectivity, as well as a wide range of digital services for both residential and business customers. With more than 297 million customers, Telefónica is focused on four key markets: Spain, Brazil, Germany, and the UK.

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